Your direct connection to nearly 100% of publicly owned natural gas local distribution companies nationwide.

Carlos Santana
Project Leader
Naylor Association Solutions
(352) 333-3348
csantana@naylor.com
APGA’s quarterly magazine, THE SOURCE, brings an important perspective to the natural gas industry, informing and educating our members through timely and relevant articles. We welcome all of our industry to get involved as our magazine grows and becomes a central voice on the most pressing issues.

Your advertisement in THE SOURCE reaches top managers who make day-to-day decisions about running their utilities and the elected and appointed policymakers who approve operating budgets and major capital expenditures.

Here’s what members, and the president of APGA, have to say about the importance of THE SOURCE:

"THE SOURCE is an excellent tool our company is using to inform not only our management team internally about current issues surrounding the natural gas industry, but also elected officials for each of the communities served by our company. It is our unified voice for the natural gas industry."

–Shannon Jackson
Marketing and Communications Manager,
The Southeast Alabama Gas District
Andalusia, AL

"APGA is the voice and choice of public gas. This magazine is a great way to make this voice heard and highlight the accomplishments of APGA."

–Tommy Miller
Manager, Department of Public Utilities,
Orangeburg, SC

"THE SOURCE is a smart effort by APGA to increase communication with its members and the communities we serve. APGA members look forward to receiving current articles and information that impact their daily operations and use this information to increase the awareness of the benefits of public gas. This is an exciting time for APGA, and I am proud to be a part of this."

–Michael Comstock
Deputy Director, Energy Resources, City of Mesa
Mesa, AZ

(This magazine is an opportunity for APGA members to discuss the most pressing and relevant issues facing the natural gas business. Our members are top industry leaders who influence policy makers and manufacturers on issues that protect not only the natural gas industry but energy consumers nationwide.

–Bert Kalisch
President & CEO, APGA)
Who We Are

APGA is the only not-for-profit trade organization representing America’s publicly owned natural gas local distribution companies (LDCs). APGA represents the interests of public gas before Congress, federal agencies and other energy-related stakeholders by developing regulatory and legislative policies that further the goals of our members. In addition, APGA organizes meetings, seminars, and workshops with a specific goal to improve the reliability, operational efficiency, and regulatory environment in which public gas systems operate.

Through APGA, public gas systems work together to stay reliably informed about new developments in safety, public policy, operations, technology, and the marketplace that could affect the communities and consumers they serve.

Our membership is spread across 36 states with more than 700 members, representing a dynamic group of decision makers.

In addition to our members, more than 99% of publicly owned natural gas LDCs receive and read THE SOURCE on a regular basis as part of our utility member recruitment program.
THE SOURCE - A Readership Snapshot

Our latest readership survey of THE SOURCE magazine and the Member Directory and Buyers’ Guide revealed important, relevant findings that capture the opinions of our readers, the decision-makers throughout the utilities industry.

Target a major purchasing audience.

85% of our readers are directly responsible for purchasing products and services for their organization.

More than 1/4 of respondents spend more than $1 million annually on products and services.

When asked to choose which trade publication provides valuable information that helps readers perform their jobs better, most respondents ranked THE SOURCE as No. 1—outranking Pipeline & Gas Journal, American Gas Magazine, Pipeline & Gas Technology and World Pipeline.

89% of respondents ranked THE SOURCE as an important benefit of their APGA membership.

Advertising leads to sales.

Nearly 7 out of 10 members are more likely to consider purchasing products and/or services from companies who advertise in THE SOURCE.

Our survey shows evidence of the print to web trend as an average of 50% of respondents have visited an advertisers website as a result of the ad.

63% of respondents took action on an advertisement featured in the Member Directory and Buyers’ Guide and 61% took action on an ad featured in THE SOURCE. This includes but is not limited to, visiting an advertiser’s website, discussing an ad with others, saving an ad for reference and referring an ad to someone else in the company.
We have engaged readers.

41% spend between 30 minutes to more than two hours reading THE SOURCE.

93% agree that THE SOURCE keeps them well informed about the industry.

94% believe THE SOURCE features fresh, innovative content about our industry.

THE SOURCE ranked No. 1 as the most important media information source by APGA members.

Our publications are still working for you even after they’ve been read through.

When readers are finished with their copy of THE SOURCE, 38% save it for reference, 45% pass it along to a co-worker and 14% place in a library or waiting room.

70% keep the Member Directory & Buyers’ Guide on hand for easy reference.
Respondents are involved in recommending or buying the following items:
(readers were able to choose multiple product/service categories)

<table>
<thead>
<tr>
<th>Product/Service Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billing Systems</td>
<td>24.6%</td>
</tr>
<tr>
<td>Coatings</td>
<td>31.6%</td>
</tr>
<tr>
<td>Communication Equipment &amp; Services</td>
<td>31.6%</td>
</tr>
<tr>
<td>Consulting Services</td>
<td>58.8%</td>
</tr>
<tr>
<td>Contractors</td>
<td>45.6%</td>
</tr>
<tr>
<td>Corrosion Control/Protection</td>
<td>40.3%</td>
</tr>
<tr>
<td>Couplings</td>
<td>35.1%</td>
</tr>
<tr>
<td>Data Acquisition Equipment</td>
<td>28.7%</td>
</tr>
<tr>
<td>Engineering Services</td>
<td>50.9%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>22.8%</td>
</tr>
<tr>
<td>Gas Detection Equipment</td>
<td>47.4%</td>
</tr>
<tr>
<td>Gas Marketers</td>
<td>22.8%</td>
</tr>
<tr>
<td>Gas Meters</td>
<td>47.4%</td>
</tr>
<tr>
<td>Gas Odorants</td>
<td>31.6%</td>
</tr>
<tr>
<td>Geographical Information Systems (GIS)</td>
<td>26.3%</td>
</tr>
<tr>
<td>Government Relations &amp; Services</td>
<td>29.3%</td>
</tr>
<tr>
<td>Heavy Construction Equipment</td>
<td>29.3%</td>
</tr>
<tr>
<td>Insurance &amp; Risk Management</td>
<td>21.0%</td>
</tr>
<tr>
<td>Legal Services</td>
<td>24.6%</td>
</tr>
</tbody>
</table>

Markers                                                                 29.8%
Metering Equipment & Services .................................................. 43.6%
Pipe Fittings .............................................................................. 42.1%
Pipes .............................................................................................. 42.1%
Regulators ..................................................................................... 49.1%
Risers .............................................................................................. 36.8%
Safety Equipment & Services .......................................................... 40.3%
Training ............................................................................................ 56.1%
Valves ............................................................................................... 42.1%
Vehicles ............................................................................................ 43.6%
Wires & Cables .................................................................................. 22.8%
### 2019 Content Calendar†

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Bonus Distribution</th>
<th>Publish Date</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019 Member Directory &amp; Buyers’ Guide</strong></td>
<td>This comprehensive reference is used throughout the year by utility managers for information on industry suppliers and for networking with fellow members.</td>
<td><strong>2019 APGA Annual Conference</strong>&lt;br&gt;Stowe, Vermont&lt;br&gt;July 28-31, 2019</td>
<td>May 2019</td>
<td>04/01/2019</td>
<td>04/03/2019</td>
</tr>
</tbody>
</table>
| **Summer 2019** | · Q&A with DOE  
· Conversation with an APGA Member  
· The sources of energy by state showing the breakdown of natural gas, nuclear, wind, solar, etc.  
· APGA’s top five legislative priorities in the 116th Congress  
· The important and critical trend away from the cost-based regulatory regime that our members rely on. The topic is evolving in the data produced by pipelines recently in Form 501-G filings and FERC’s response. | **Board & Committee Meetings and Government Relations Conference**<br>Alexandria, VA<br>May 5-8, 2019 | April 2019 | 03/05/2019 | 03/07/2019 |
| **Fall 2019 Annual Conference Issue** | TBD | **2019 APGA Annual Conference**<br>Stowe, Vermont<br>July 28-31, 2019 | July 2019 | 05/31/2019 | 06/04/2019 |
| **Winter 2019** | TBD | **Board & Committee Meetings and Gas Utility Management Conference**<br>Date and Location TBD | Oct. 2019 | 09/03/2019 | 09/05/2019 |

### Departments

Each issue contains the following recurring columns:

- **First Person:** President’s message from Bert Kalisch
- **Legislative Outlook:** Legislative and regulatory issues facing the industry
- **The Pipeline:** Natural gas safety news and views
- **At Last:** A message from APGA’s Chairman
- **Marketing Matters:** How member utilities are interacting with their customers

### Editorial Mission

THE SOURCE magazine delivers timely information and analysis on energy issues and policies that will impact customers served by community-owned gas utilities. From safety to the price end-users pay, from available gas supply to appliance efficiency, from climate change to the carbon footprint of communities served by gas utilities, our goal is to keep readers current on issues that impact community-owned gas systems and offer ideas to improve overall system operations.

†This calendar is tentative and subject to change.
**Extend your print advertising investment with the unique benefits of digital media.**

The Source is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

**Formats Available to Readers:**

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

---

**In-Magazine Digital Options (HTML reading view)**

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $1,600**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $1,300**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert | $1,100**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

---

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
Member Directory & Buyers’ Guide

The American Public Gas Association serves a hard-to-reach segment of publicly-owned natural gas local distribution companies (LDCs) serving millions of customers across the United States.

Each year, we produce the Member Directory & Buyers’ Guide. Members save and use the directory throughout the year as an informational guide, networking resource and purchasing tool. As the official publication of APGA, members know that they can confidently select the quality products and services featured within the pages of the directory.

The “who’s who” guide lists all the public system—denoting APGA member systems—both alphabetically and by state for easy reference. When they are searching for quality suppliers and vendors, members can find listings for Joint Purchasing Groups, Associate Members and Affiliate Members with the flip of a tab.

Display ads tell key decision-makers with purchasing authority about the product and service solutions your company can provide to them.
In addition to print, the Membership Directory & Buyers’ Guide is also emailed to members as a fully interactive digital edition. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company’s website. Members and readers receive each issue via email and each new issue is posted on APGA’s website, along with a full archive of past issues, ensuring longevity for your online presence.

- Our display advertising rates include exposure in BOTH print and digital editions.
- Interactive ads drive decision-makers directly from your ad to your website.
- Digital editions are easily forwarded, providing additional distribution and exposure for you at no extra cost.
- Premium branding opportunities offer the ability to integrate sound, video and animation.
- Download the latest issue for offline viewing.

**Digital Leaderboard | $1,350**
The leaderboard ad is displayed directly above the digital edition the entire time it is open. This premium positioning ensures constant exposure of your message every time the digital edition is visited.

**Digital Sponsorship Max | $1,350**
Your company’s ad is the first readers see when they open their copy. Your message will prominently display directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

**Digital Belly Band | $1,350**
The digital belly band is placed over the bottom half of the digital cover of the magazine. This exclusive position is only sold to one advertiser. Readers must click the belly band to access the publication, positioning your ad to be noticed.

**Digital Toolbar | $750**
Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

**Digital Skyscraper | $1,350**
The skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Net Advertising Rates – *all rates are per issue*

All rates include a direct link from your company’s ad to your website in the digital edition.

Revisions: $50  Placement Guarantee: 15% Premium

<table>
<thead>
<tr>
<th>Size</th>
<th>1x Full Color</th>
<th>1x BW</th>
<th>2-3x Full Color</th>
<th>2-3x BW</th>
<th>4-5x Full Color</th>
<th>4-5x BW</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>$3,379.50</td>
<td>$2,419.50</td>
<td>$3,039.50</td>
<td>$2,179.50</td>
<td>$2,699.50</td>
<td>$1,939.50</td>
</tr>
<tr>
<td>OBC</td>
<td>$2,989.50</td>
<td>$2,049.50</td>
<td>$2,729.50</td>
<td>$1,879.50</td>
<td>$2,469.50</td>
<td>$1,709.50</td>
</tr>
<tr>
<td>IFC/IBC</td>
<td>$2,809.50</td>
<td>$1,869.50</td>
<td>$2,549.50</td>
<td>$1,699.50</td>
<td>$2,289.50</td>
<td>$1,529.50</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,619.50</td>
<td>$1,679.50</td>
<td>$2,359.50</td>
<td>$1,509.50</td>
<td>$2,099.50</td>
<td>$1,339.50</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,329.50</td>
<td>$1,399.50</td>
<td>$2,099.50</td>
<td>$1,259.50</td>
<td>$1,859.50</td>
<td>$1,119.50</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$2,109.50</td>
<td>$1,009.50</td>
<td>$1,899.50</td>
<td>$909.50</td>
<td>$1,689.50</td>
<td>$809.50</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,829.50</td>
<td>$869.50</td>
<td>$1,649.50</td>
<td>$779.50</td>
<td>$1,459.50</td>
<td>$699.50</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,229.50</td>
<td>$659.50</td>
<td>$1,109.50</td>
<td>$589.50</td>
<td>$979.50</td>
<td>$529.50</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$849.50</td>
<td>$499.50</td>
<td>$759.50</td>
<td>$449.50</td>
<td>$679.50</td>
<td>$399.50</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$759.50</td>
<td>$399.50</td>
<td>$679.50</td>
<td>$359.50</td>
<td>$609.50</td>
<td>$319.50</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$659.50</td>
<td>$309.50</td>
<td>$589.50</td>
<td>$279.50</td>
<td>$529.50</td>
<td>$249.50</td>
</tr>
</tbody>
</table>

**Digital Edition: The Source**

- Run of Site Leaderboard (all views) and Top TOC Mobile Banner | $1,500
- Run of Site Rectangle (all views) and 2nd TOC Mobile Banner | $1,400
- Additional TOC Mobile Banner | $775
- HTML5 Ad | $1,600
- Digital Video Sponsorship | $775
- Digital Insert | $1,100

**Directory Tab Options**

- Full Color | $2,539.50
- B&W | $1,609.50

**Digital Edition: Membership Directory and Buyers’ Guide**

- Digital Edition Skyscraper | $1,350
- Digital Edition Sponsorship Max | $1,350
- Digital Belly Band | $1,350
- Digital Skyscraper | $1,350
- Digital Toolbar | $750

**Direct Mail Opportunities†**

Advertise your products and services by including your direct mail piece in the clear plastic bags in which our publications are mailed. Whether you are promoting an event, new product or entire product line, placing a direct mail piece with the publications will ensure tremendous exposure for your company.

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-page, 2 surface</td>
<td>$1,359.50</td>
</tr>
<tr>
<td>2-page, 4 surface</td>
<td>$1,788.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,359.50</td>
</tr>
</tbody>
</table>

†All direct mail pieces are furnished by advertiser. 3-page (6 surfaces) or more available. Please contact your sales associate for applicable rates.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Print Specifications

THE SOURCE Magazine Specs
Magazine Trim Size: 8.375" x 10.875"

Double Page Spread Bleed
17" x 11.125"
1/2 Page Horizontal
7" x 6.583"
1/2 Page Vertical
4.583" x 7.583"
1/3 Page Square
5.83" x 5.83"
1/3 Page Horiz.
2.166" x 4.583"
1/3 Page Vertical
2.166" x 3.333"
1/6 Page Horizontal
4.583" x 3.333"
1/6 Page Vertical
3.333" x 4.583"
1/8 Page Horizontal
2.166" x 2.166"
1/8 Page Vertical
2.166" x 2.5"

Full Page No Bleed
7" x 9.5"
Full Page Blood
8.625" x 11.125"
2/3 Page Horiz.
7" x 6.333"
2/3 Page Vert.
4.583" x 9.5"

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Ad Submission and Requirements

Digital Ad Copy Submission
Please send your high-res PDF file to your specified media coordinator and sales representative. If necessary, please review the following steps for ad upload submissions on our website: Go to the Naylor website, www.naylor.com, and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top, right-hand side of your advertising space contract. Simply fill in your company’s contact information along with these three pieces of information, browse for your file and click submit. Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Print Artwork Requirements
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode, black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file. Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Cancellations
All cancellations must be received in writing prior to the advertising sales deadline. All premium positions and direct-mail pieces are non-cancellable.

Production Services, Proofs and Revisions
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishable ready.

Digital Edition Specifications
For the latest digital edition specs, please visit: www.naylor.com/onlinespecs

For advertising information, please contact:
Amanda Glass
Project Manager
Direct: (770) 810-6357
aglass@naylor.com

Audrey Anderson
APGA Manager, Communications & Marketing
(202) 464-2742
aanderson@apga.org

John McCurdy
Naylor Content Strategist
(770) 810-6983
jmccurdy@naylor.com

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specifications, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their bookings have been based. Artwork Creation Charge is not cancellable once ad has been created.